

# Interreg - IPA CBC

## Greece - Albania



## Communication Information & Publicity

Managing Authority of European Territorial  
Cooperation Programmes  
Interreg IPA CBC Programme "Greece - Albania  
2014 - 2020 "

[www.greece-albania.eu](http://www.greece-albania.eu)  
[www.interreg.gr](http://www.interreg.gr)



INFO-DAYS ON PROJECT IMPLEMENTATION 4th CALL PROJECTS  
Ioannina 18/2, Gjirokaster 25/2 & Korce 26/2/2020

# Information and Publicity Guide

- ▶ It was prepared so that all bodies involved in Projects under the IPA CBC Programme “Greece – Albania 2014 – 2020” will be in a position to comply with EU Regulations and Guidelines regarding their communication activities.
- ▶ It is designed to ensure that EU funded actions incorporate I&P activities towards awareness raising on the actions and EU support for these actions, as well as the results and impact of this support.

# Mandatory I&P outputs

- ▶ Project Communication Plan
- ▶ Development of a project website
- ▶ At least 1 publication (brochure, booklet) with the results of the project
- ▶ Organisation of 1 final public event

# Non-mandatory outputs

## Posters

- ▶ Create poster for the project through an online tool (available link: [poster.interreg.gr](http://poster.interreg.gr))

## Media relations

- ▶ Highly recommended and expected
- ▶ Essential tool for reaching the general public
- ▶ Project newsletter
- ▶ Production of gadgets & promotion material
- ▶ Promotional film or picture presentations
- ▶ Photos
- ▶ Radio spots, etc

## Social media

- ▶ It is very demanding
- ▶ Strong commitment from beneficiaries' side

# Aims of Communication Plan/ Actions

## ▶ Role of EU Funds

- Communication activities have to acknowledge the role of EU funds in the lives of the people affected by the project
- Activities have to focus on results!!!

# Aims of Communication Plan/ Actions

- ▶ EU support
  - Communication activities have to promote and acknowledge the importance of the support provided by the EU = funds
- ▶ Transparency
  - The access to the funds has to follow procedures guarded by transparency
- ▶ Equal Opportunities
  - Ensuring accessibility at least on what concerns visibility

# Aims of Communication Plan/ Actions

## ▶ Results

- Promotion activities have to promote an understanding of the objectives and achievements of the interventions co-funded by the EU

# Tools provided by the Programme

## ► Guides

- Information & Publicity Guide (includes template for Communication Plan)
- Toolkit by Interact
- Logos



- Links and Social Media



# Tools provided by the Programme

## ► Planning

- Set a Communication Team by all Beneficiaries, not just the LB!
- Set the appropriate indicators according to the actions of the project!
- Ask for our support!

# Tools provided by the Programme

## ► Tips

- Special Attention to the drafting of the Communication Plan
- You have to set the communication targets you want to achieve
- Immediately after the project is approved
- Monitor the project results
- Ensure that Programme guidelines are respected
- Investigate and exploit promotion channels
- Exchange practices with other Programmes and projects
- Use photos

# Monitoring of results connected to communication activities

## ► Indicators

- Set your indicators according to project main theme and concrete results
- Set your monitoring tools to prove your achievements
- Identify your results and achievements
- Communication them also to the JS
- Use evaluation forms

# Capitalisation

- ▶ Major target of the European Commission
- ▶ Will support the role of the Programmes and their value

# Capitalisation strategy

Capitalisation is strongly connected with communication, aiming to:

- ❑ Increase the visibility of the programme and project results to citizens and key decision makers
- ❑ Transfer of project-generated knowledge
- ❑ Support good policy making

# Capitalisation – Interact

- ▶ Capitalisation Groups
  - Knowledge of the Seas
  - Interreg Response to Migration related Challenges
  - Sustainable Transport
  - Better Governance
  - Climate Change and Risks
  - Inclusive Growth
- ▶ Capitalisation strategy
- ▶ Interact Training
- ▶ Group meetings

# Capitalisation – Our Programme

- ▶ What do we do?
  - Categorise projects according to the Interact Groups
  - Promote the project results in respective groups
  - Programme level capitalisation efforts
- ▶ What can you do?
  - Contact us to discuss about the group you may be included
  - Ask to actively participate
  - Get in touch with beneficiaries of related projects

# Programme Website

- ▶ Video

[www.greece-albania.eu](http://www.greece-albania.eu)



# Poster Application

- ▶ Video

[www.poster.interreg.gr](http://www.poster.interreg.gr)